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Jóvenes con  
Rumbo



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*"YouthBuild International is pleased to be collaborating with our partners in Mexico to offer critical youth employment and leadership training to young people in local communities. Jóvenes con Rumbo will offer multiple pathways for youth to prepare for, and achieve, safe and productive livelihoods."*

- Timothy Cross, President

## Launch of the *Jóvenes con Rumbo* Program



During the last week of March, the Jóvenes con Rumbo (JcR) program was publicly launched in Mexico in the cities of Tijuana and Monterrey. The program is designed to respond to the growing situation of violence in the country and to the vulnerability of youth to crime as well as to challenges regarding youth unemployment and the lack of economic opportunities for young people living in marginalized communities. JcR is a multi-sectoral initiative that aims to create safe spaces in which youth can find academic, professional, and personal support and can participate in vocational training that prepares them for employment in the formal sector. JcR will serve youth and their families in six high-crime communities on the US-Mexico border: La Independencia, La Alianza and Nuevo Almaguer in Monterrey, and Camino Verde, Granjas Familiares and Mariano Matamoros in Tijuana.

## **Jóvenes con Rumbo (JcR) – a Shared Initiative**



JcR is a multi-disciplinary and multi-sectoral alliance that mobilizes the experience, resources, and expertise of YouthBuild International, the lead organization in the alliance, and two successful Mexican organizations: Servicios a la Juventud, A.C. (Seraj), and Jóvenes Constructores de la Comunidad (JCC). The alliance also includes the participation of two global companies, Prudential Real Estate Investors (PREI) and Intel Corporation, who support the program by providing technical training in construction and the information technology sectors. The Youth Institute of Monterrey, and the Youth Secretary and Youth Institute of Tijuana are also important partners in the JcR alliance. The JcR program receives financial support from the United States Agency for International Development (USAID) and the program contributes to USAID's broader crime and violence prevention efforts which aim to diminish the impact of violence in the lives of at-risk youth in target communities along the U.S.-Mexico border. The program collaborates with local organizations, key government stakeholders, and private sector firms to create and sustain pathways for youth development in Mexico. The JcR alliance is grateful for the support of the Government of Mexico as part of the U.S.- Mexico bilateral security efforts under Pillar IV of the Merida Initiative to build strong more resilient communities.

***Jóvenes con Rumbo will serve 5000 youth in Tijuana and Monterrey***





During the next three years, JcR will partner with young people in the six selected communities to increase the number of safe spaces for youth by creating Community Youth Centers where youth can access multiple services, such as employment training and job placement support. JcR will implement two technical training programs focused on construction and information technology and will also develop a dropout prevention program that will serve youth who are transitioning between secondary and high school and who are at a high risk of dropping out of school. JcR will also implement a leadership training program that will strengthen young people's individual, group, and social skills in order to prepare them for employment and for exercising their rights as citizens. Additionally, JcR will implement a program to give a second chance to youth that have been in conflict with the law and facilitate their re-insertion to society by providing educational opportunities for life skills development, and training for leadership and employment.

## Youth Center Camino Verde opens in Tijuana



On March 20th, the first JcR Youth Center was opened in the community of Camino Verde in Tijuana. The launch event was opened by JcR Program Director, Tere Lanzagorta, and included the participation of multiple stakeholders interested in working with youth to reduce violence and prevent crime in the community. Key stakeholders at the event included; Tom Delaney, USAID/Mexico Mission Director; Timothy D. Cross, President of YouthBuild International; Xiuh Tenorio, General Director at the Undersecretary of Prevention and Civil Participation; and Juan Carlos Chairez, Secretary of Youth in Tijuana.

The center in Camino Verde was renovated by a group of 10 youth under the direction of Jóvenes Constructores de la Comunidad, a JcR partner. The center facilities were provided by the municipality, through an alliance with the Secretary of Youth in Tijuana.

## Youth Center La Independencia opens in Monterrey



On March 22nd, the first JcR Youth Center was opened in the community of La Independencia in Monterrey during a public launch event. The event was well attended and included representatives such as; Tom Delaney, USAID/Mexico Mission Director; Antonio Sánchez, Director of Corporate Affairs of Intel Mexico; Lucila Guerra, General Director at the Undersecretary of Prevention and Civil Participation; Elizabeth Rosas, Secretary of Social Development of Monterrey; Alejandro Armendáriz, Director of the Youth Institute of Monterrey; and Tere Lanzagorta, JcR Program Director. JcR developed an alliance with the Youth Institute of the municipality to refurbish a center in the community in order to create a safe space for the program's services and activities. Young people from the community participated in the renovation of the center.



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